

1927

Individualized outdoor industrialism.

Jacksonville Heights Improvement Co.

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Individualized Outdoor Industrialism



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TROPICAL SOUTHLANDS

A PLACE IN THE SUN FOR YOU

FLORIDA'S GOLDEN STRAND

PREFACE

Edited by
J. W. CROW

THE dynamic import of this presentation is one of personal appeal, designed to aid in settling once and for all, that most egregious, gripping and vitally important problem of all human concern—"mastery of your own destiny," accomplished by means of constructive activities, having in mind more especially, a firm determination to forestall the imminent tendency to "*improvidence in old age*."

We particularly desire to stress the important fact that if you would become possessed of the heritage your inalienable birthright demands, there must be ambition and a goal that becomes a governing principle, functioning in all matters of personal endeavor, tending ever and anon to permanent betterment.

Such situation must obtain, regardless of whether your activities partake of the nature of individual enterprise or trend preferably toward employment for others on a wage basis. In any event, you are entitled to a reasonable reward due from gainful pursuits.

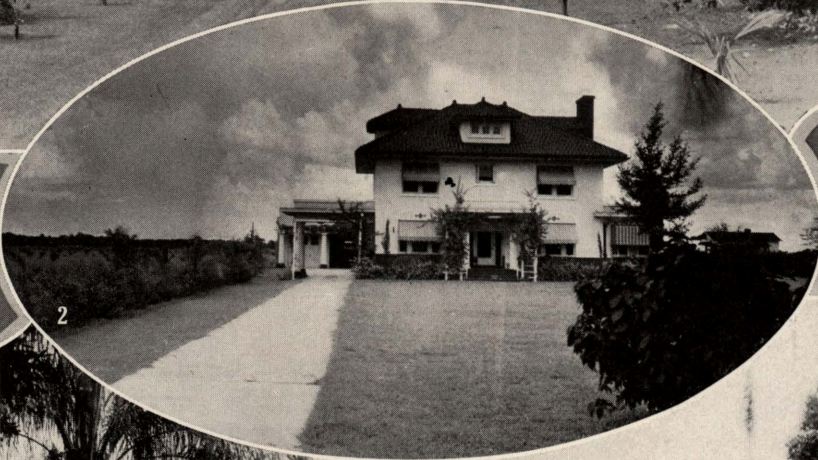
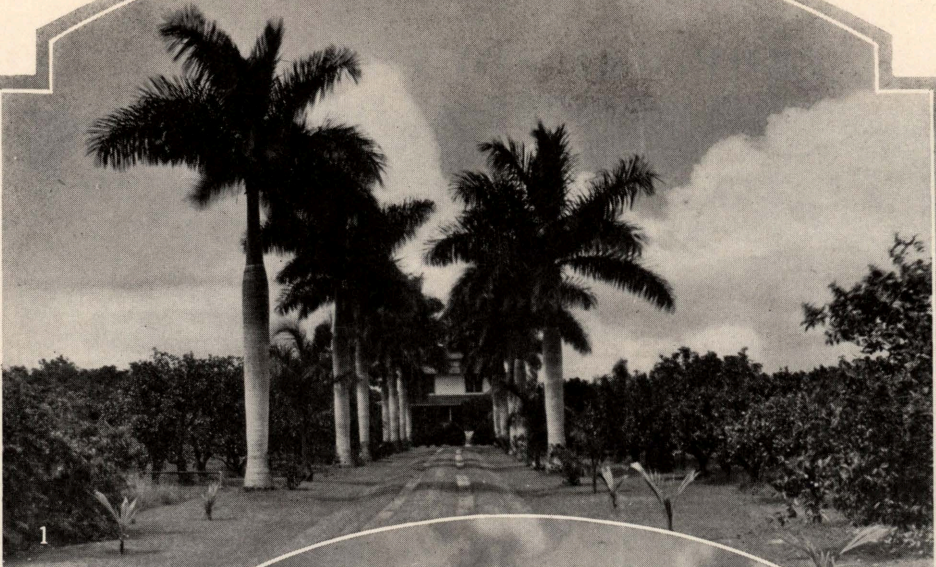
In short, there must be an individual, economic hypothesis you alone can formulate, contemplating as it justly should, unstinted provision for all essential creature comforts, inclusive of reasonable diversions, to endure throughout all the years of personal experience in unbroken continuity, "E'en from cradle to grave."

Not, however, for youth alone, nor forsooth, virile manhood, but inuring to "old age" when by reason of failing strength and vigor, you are no longer able to toil and earn. This a personal problem of vitally important consequence that admits of no compromise and but one solution; the record possession in your own name and right of a "*home of your own*"—that most sacred possession of all human achievement.

Furthermore, you must come to understand that possession is not the limit of duty and responsibility in this connection. It is not a sufficient guarantee that you own the home. Ownership must be supplemented by a dependable income, an enduring revenue, the outgrowth of a profitable business, commercial, industrial or professional; guaranteeing a competence with something to spare, meeting incidental expenses, both for the business itself, the home and family. Even this is not sufficient. There is still a graver responsibility than that of mere provision for the period of your active career.

Planning the Upkeep

Imperatively, must the entire prospective tenure of declining years be taken into account and bountifully provided for if you aspire to live. *Improvidence* has ever been the "root rot" of human incompetence and premature decline, the mainspring of decrepitude, incapacity and the disposition to be a "quitter" when confronting life's problems with a depleted exchequer. Hence why the tenure of human life expectancy had, in a recent period, fallen to an average of thirty years instead of the proverbial "three score and ten."



Spacious Country Homes in Florida.

"Old Age" Equation

Whereas, were provision made in the prime of life as the inexorable demand of all human experience counsels, this "old age" equation would be so greatly modified that the centurian's goal would eventually become the "heyday" of life to average mortals, instead of forty to sixty years as at present. Often we prefer to "pass on" rather than become a responsibility or burden to friends.

The question of subsistence is one of life's problems that can neither be temporized or compromised. Provision for old age must of necessity be made in the earlier stages of life. Such being the only expedient that can be relied upon for a satisfactory solution of this perplexing human riddle; a problem that must also be considered from the more critical viewpoint of dependent ones, obliged from sheer force of circumstances to rely upon the valor and "bounden duty" of the paternal head of home and family, in the years to come.

Appreciating the harrowing aspects and complications besetting the average experience of modern day life, round about the noon-tide of efficiency, we undertake to present what we consider an unequivocal solution that, beyond question, will safeguard against this unfortunately common predicament. We believe this solution to be industrially sound, logically correct and perfectly aligned to the purposes, needs and exigencies of this, the most important of life's contingencies.

Florida—America's Land of Enchantment

Viewing the situation from the standpoint of today, we know of but one such dependable, logical sequence, an opportunity that obtains only within certain favored areas of our great tropical Southland—to be more specific, in "Florida," if you please, where is to be found an "open sesame" as to all that makes for enduring success and unstinted prosperity.

Florida—America's newest and last frontier—a land of health and perennial freshness, boundless in opportunity for those alert, eager to plan and build a "place in the Sunshine State" for themselves. Do *you* yearn for the great outdoors, for freedom of action, unhampered achievement, monetary and industrial independence? Hark then to the call of opportunity from out this great land of the South.

Jacksonville—Portal of Last American Frontier

Come with the multitude to a land of limitless possibilities, where fully 1,000,000 "Northlanders" annually trend in quest of diversions, pleasure and health. Industrial Jacksonville, in solid phalanx, nigh 200,000 strong, tenders greetings and invites you to "cast in," participating in our \$100,000,000.00 industrial production output, and \$20,000,000.00 annual pay-roll.

If this is not appealing, there are today 1,000 loyal "Jacians," staunch Floridian "Believers" and votaries that are eagerly seeking privilege of extending good cheer to you when visiting this, our "Kingdom of the Sun," midst haunts of a mighty river, the St. Johns.

The City of Jacksonville, where is springing a new and rising flood tide of industrial wealth, most cordially invites you to come and be one with us, sharing in what must prove an equal greatness to that which was Rome's—superb, enduring construction.



(1) Duval County Home Demonstration Department—103 Girls enrolled, One Month in Camp—At Old Camp Johnston on Picturesque St. Johns River. (2) Sandwiches and Milk for School Lunch. (3) Out-of-doors Rest Hour

Jacksonville Rich Field of Industrial Opportunities

By HERBERT STANLEY

Secretary, Industrial Division, Chamber of Commerce

66 **O**UTSTANDING amongst the many achievements in the record of Jacksonville's growth during the last few years, is the remarkable expansion of the city's industrial activities. A recent survey, conducted by the chamber of commerce, revealed the fact that over one hundred new industries, fabricating the finished product from raw materials, had been established in Jacksonville during the period ending December 31st, 1926.

Two major factors have contributed to this remarkable development. Primarily, the strategic location of Jacksonville to the vast consuming territory of the Southeast and the State of Florida, sets the city and port far in advance in the favored class. Secondly, the modern trend of industry towards the establishment of branch factories and assembling depots to serve well defined trade areas; and, as the dominating seaport and distribution center on the South Atlantic Seaboard, Jacksonville is the logical choice of national manufacturers seeking a Southern location.

All other attributes of successful industrial operations are available in Jacksonville. Exceptional transportation facilities; low freight rates; ample raw material, within easy access; financial facilities; low power rates; satisfactory labor conditions; and a rapidly increasing market. Climatic conditions also are ideal and the recreational facilities provided in the city and within its environs are unsurpassed throughout the entire country."

Considering furthermore the delights of our genial clime, a superlatively perfect gift from out the hand of veritable, benignant Providence, unmatched the world around. Summers for comfort, winters for pleasure and sports. Surf bathing and fishing all the year around. The huntsman's paradise.

However, a matter even of weightier moment awaits consideration, once having concluded to pay your respects to the foregoing allurements. A great industrial project on the immediate borderland of this "City of Destiny." *JACKSONVILLE HEIGHTS*, combining suburban home sites with ten acre farm tracts. This the specific project making appeal to you through this presentment. Here is opportunity for wise fore-sight to do itself proud.

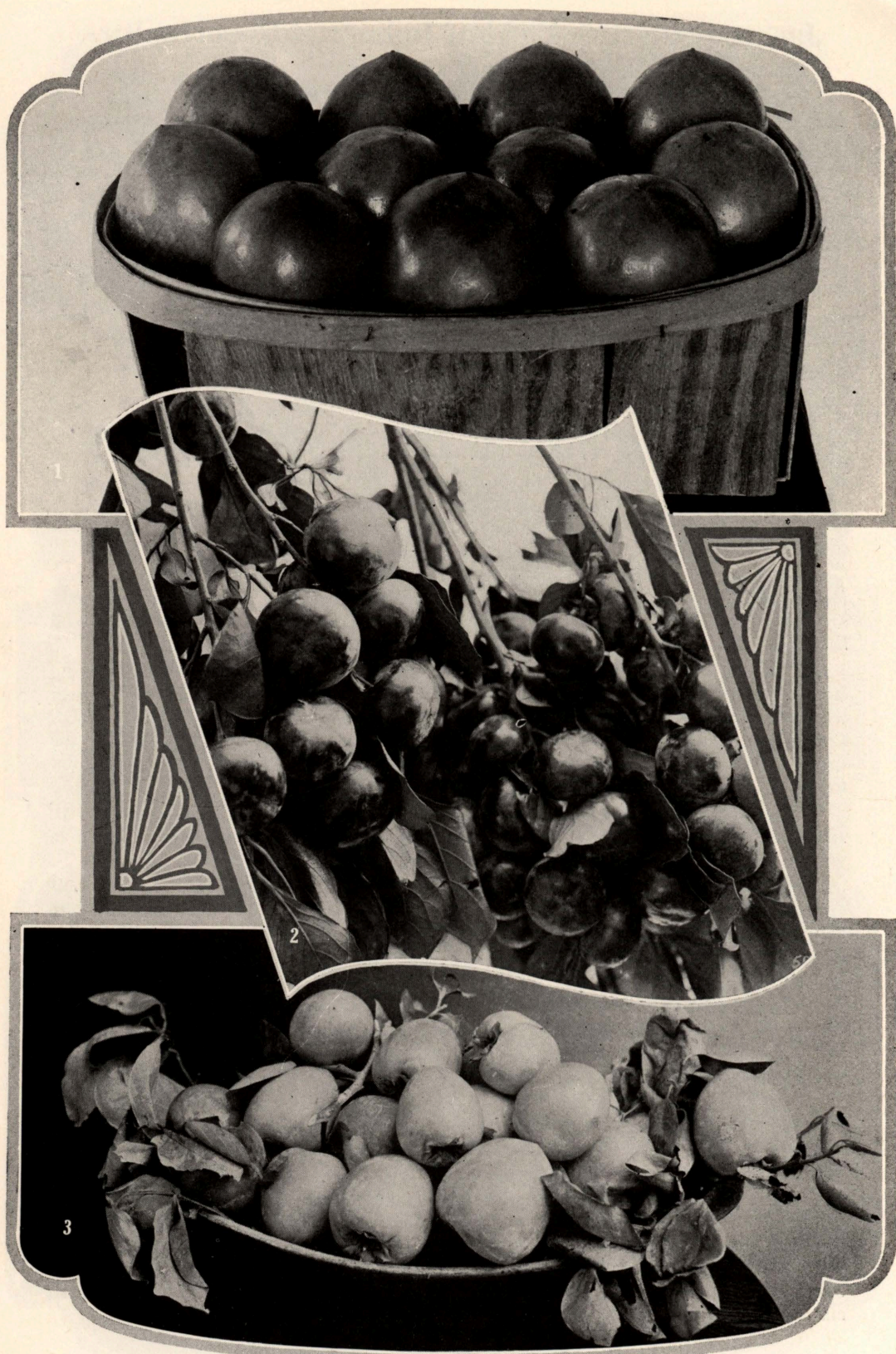
JACKSONVILLE HEIGHTS Ten Acre Farm Tracts are pledged to give all advantages and living realities outlined herein, to become a definite, concrete factor in your individual experience as no other personal undertaking is able to do.

Proffering "a home of your own" in this delightful, all-year-round, sub-tropic climate, accompanied by adequate provision for annual revenues that increase with your age, taking care of all conditions incident thereto for the remainder of your allotted years.

Jacksonville Heights "Quintuple" Industries Stand for Individual Enterprise Vs. Organized Industry

VIEWED from the standpoint of organic enterprise and the fundamental principles of American industry, our "quintuple" industrial enterprise must perforce, challenge the serious consideration of every home-loving man and woman extant. Insofar as we are aware, it comprises the only feasible plan of individual industrialism that can be recommended as an unvarying success when intelligently established.

Thus grounded, it affords complete social independence, together with every needful, home-like comfort and convenience, abundantly bestowed throughout the prime of active manhood and the whole of declining years. With each recurring year, income as well as property values steadily increase, thus providing an individual, economic basis that sooner or later must be recognized as challenging consideration from all classes of our social complex, if civilization is to endure.



(1) Persimmons Prepared for Commercial Market
 (2) Ormond Persimmons, Volusia Co.
 (3) Basket of Persimmons

We recognize an incessant appeal from out the great heart of benignant Nature, ever being directed toward the vast multitude of improvident individuals abroad in the land, destitute of definite provision for that fateful and most dreaded enemy of all mankind—"old age"—a veritable human spectre, ceaselessly haunting our every footstep from cradle to grave.

Only By Self Determination Can the Future Be Safeguarded

Whatsoever of human enterprise, private or corporate industry, that does not contemplate individual independence somewhere along this line of social discontent as a logical sequence of industrial pursuits, an ultimate goal for those who toil earnestly and faithfully in early life, is worse than futile—it is rank failure. Our quintuple industries not only aspire to, but actually do achieve this important economic ultimate.

Influence and Power of Organized Industry Symbolic of America

Scanning the industrial horizon from the viewpoint of today, there swims into our "ken" a vast and mighty potentiality, threatening eclipse of all former aggregations of power or influence, regardless of whether represented in terms of persons or wealth.

All hail to "*America*," glorified through world-wide industrial fame. American industry, for instance, if interpreted in terms or phenomena of service and growth, features the automobile industry as leading exponent of characteristics and basic principles; of stability, longevity, specific performance, standardization and mechanically perfect construction; embodying a most splendid, constructive concept, from the standpoint of humanitarian ideals. Even whilst we write, this most wonderful of all human contrivances is obliterating distance at the unbelievable rate of 207 miles per hour. (An English gait, however). Subsequently, nor could we overlook its legitimate protege, the aeroplane in aerial navigation as demonstrated by our new American "immortal" Lindberg, universal world hero.

Automobiles, Distinctly Typical of American Industrial Evolvment

WE but voice the consensus of public opinion in making these observations with respect to the automobile; its commercial, industrial and economic adaptations.

We have in mind, however, other purposes served and conquests made that seldom are conspicuously featured, either in the daily press or on the screen. Nevertheless, we have warrant for the statement that the automobile has done more toward the amelioration and emancipation of millions of toiling humanity than all other material agencies combined, from stone age to morning dawn of the twentieth century.

Autos, having bridged chasms of racial hatred and international jealousies that had remained obdurate breaches between peoples for centuries. This momentous achievement having extended its influence even to inclusion of the "comity of nations," all within the brief period of two decades. Wherefore, are we obliged to recognize the utilitarian influences of auto industries as an outstanding factor in processes making for current civilization, applicable alike to individual and masses.

Obviously, a principle or rule of service has obtained throughout the complicated ramifications of automobile industrialism, foreshadowing as it were, a distinct, altruistic spirit of consideration for the rights and privileges of toiler and patron. A *principle*, the adoption of which, we formerly had slight encouragement to anticipate. Doubtless having obtained in obedience to a universal, economic demand for a just bestowal of inalienable rights and privileges, on behalf of the masses of common humanity. The right to greater freedom, greater conveniences, more and better comforts of life for the whole populace, socially as well as economically.

Perfection of Mechanical Technology

A further pertinent thought comes to us in closing these observations with respect to an industry in which we are not concerned and have not a farthing of interest. Nevertheless, our attention is constantly challenged by the supreme exactions put upon automobile mechanism. Were these vehicular contrivances not the veritable quintessence of perfect mechanical construction; countless mishaps and consequent appalling fatalities would be the inevitable consequence, chargeable to faulty construction; far and beyond anything of current experience.

GEO. W. HESS
DIRECTOR

United States Botanic Garden

OFFICE OF THE DIRECTOR

WASHINGTON, D. C.

March 30, 1927

My dear Mr. Nusbaum:-

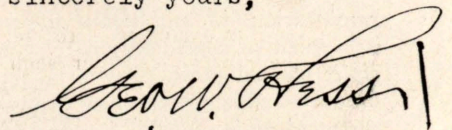
I want to thank you for all the courtesies extended to myself and wife while visiting in Jacksonville. You certainly added a great deal to the pleasure of our visit.

I was indeed greatly surprised when I visited Jacksonville Heights and found that the land that I had not seen for sixteen years was only one mile from the city. When I left there, if I remember rightly, it was about five miles out, and after one crossed the bridge at Ortega there was no house to be seen in any direction, and the road from there on was just simply a path through a pine woods. It could hardly be called a road, with stumps in the centre of it and very difficult to travel. Now, to my surprise and delight, I find the road leading right up to the place and the land instead of being in the country is really in a village, as houses are next-door to it, across the road and all around. Everybody seemed to be in a prosperous condition.

I was also greatly surprised to see Mr. Wheat's chicken farm and to see what he is doing and what he has done since I last visited the place.

Hoping this may find you and your family enjoying the best of health as it leaves us at present, and again thanking you for all your kindness, I am

Very sincerely yours,



Mr. Hess one of Earliest Buyers of Heights Ten Acre Tracts formerly residing on same.
for many years and still Director U. S. Botanic Gardens, Washington,
D. C., most celebrated American Botanist.

Furthermore, this praiseworthy principle suggests the true explanation of marvelous appeal and phenomenal success; due doubtless to just recognition of these self-same humanitarian principles, "the right to live" and "the imperative duty to let live."

We have employed the foregoing reference to organized industry in this connection, by way of calling attention to an important change of attitude very generally obtaining throughout the industrial world, the economic import of which betokens a new era; wherein is established a truer sentiment of consideration for the welfare of those who labor, rendering possible America's enormous production output. We recognize generally a spirit of greater tolerance and hearty good will toward that equally essential factor, the "*patrons of industry*," in all walks of life. Without them, there would be no need for industry. They most certainly are deserving of every courtesy and consideration at the hands of our nation's vast industries.

Jacksonville Heights Quintuple Industries Reflect These Principles

Viewed from the standpoint of historic facts and potential values, our own proposition, with respect to economic merit; whilst not having attained to the dignity and important possibility of making the whole world akin as has the automobile, notwithstanding, its economic potentialities, humanitarian adaptations and advantages are predestined to far-reaching consequences. The *five* principle units of which composed have been recognized, fostered and promulgated by civic bodies, public utility organizations and private individuals the country over; as also state and federal governments.

Our "five-in-one," quintuple, tree farming enterprise contemplates ten acres as the standard unit, (no lesser acreage is sold). The plan involves intensified farming operations on soils, that for concrete results, stated in terms of profit, will discount by far the average returns from vastly larger and more expensive farm areas of prize winning northern localities.

Jacksonville Heights Suburban Farm Tracts Exemplify a Living, Vibrant Industry; Assuring Prosperity, Success and Happiness, Comforts and Independence for Life

WE ARE presenting an opportunity incomparable to any kindred project of kind or character in all the country; both as regards eligibility of location, superb climate, soil fertility, healthfulness, civic, school and church advantages; marketing facilities and potential outcome from individual enterprise. Our constant endeavor shall be to have exemplified such basic principles of integrity, fair dealing and intrinsic worth as indicated in foregoing observations respecting the automobile industry.

Such principles bespeak success from all quarters, whilst violation of, or antagonism to same, presages ignominious failure in the end. As for ourselves, it is neither our policy or purpose to turn others' misfortunes into personal or corporate aggrandizement. We believe in and practice the square deal, first, last and all the time.

As to our proposition, we feel we have ample warrant for stating, and that without apprehension as to contradiction on the part of any concerned or otherwise, that there is not another such project so favorably situated as *JACKSONVILLE HEIGHTS*; beginning its eastern base line at the very threshold of a potential, city and suburban population of 200,000. Jacksonville the county seat of Duval county, affording every advantage and opportunity of a great commercial, industrial and transportation center, growing in trade importance with the dawn of every day.



(1) Kumquat. (2) Calamondin. (3) Citron. (4) Grapefruit, Polk County.
(5) Oranges, Polk County

A splendid system of hard surfaced highways penetrates *JACKSONVILLE HEIGHTS* Farm Tracts from several angles, traversing east and west; also north and south. Of vastly greater importance however, is our ocean steamship and trunk-line railway transportation facilities, for handling the vast *in and out* city commerce and the enormous tonnage of country products. There are three local railway stations besides the city, within or immediately on north boundary of the tract. Also there is the famous "Spanish Trail" or Lake City concreted highway, skirting the "Heights" for many miles, than which there is no finer in America—a national highway, completed through to the Pacific Coast.

JACKSONVILLE HEIGHTS IMPROVEMENT CO. has owned these lands free and clear of incumbrance for well nigh 20 years. The remaining unsold portion amounting to something over 10,000 acres, out of an original tract of 52,000. Without exception, these lands are splendidly adapted to all fruit and farm crops common to north and central Florida or the greater portion of the State for that matter. The entire 10,000 acres now coming on the market, has a general average drainage elevation of 80 to 90 feet, also served by a local drainage district.

The original tract represented practically a solid body, for many miles outward to the southwest. Earlier sales and consequent settlements nearest the city, as a matter of course, are quite generally occupied by hundreds of prosperous families; over 40,000 acres having already been sold to more than 4,000 purchasers. In 1926 a Heights Community picnic was held at which 1,500 families are reported to have been present.

A Ten Acre "Heights" Farm Home Means Industrial Independence, Financial Prosperity and Contentment for Life

JACKSONVILLE HEIGHTS IMPROVEMENT CO. has concluded to market the remaining 1,000 tracts of this magnificent estate on the basis of 10-acres to each customer. Remaining tracts represent an unbroken body as to original company holdings, never having been culled. These tracts, with respect to soil conditions, are regarded much superior in point of soil fertility, to areas approaching nearer the city, long since sold. Ten acres of Heights land being the equivalent in productive value and profitable returns, to a 160-acre farm, anywhere in north latitudes.

The uniform price will be \$1,250 for each 10-acre tract, a figure representing scarcely the market value of an ordinary village lot. Each inside tract has over 300 feet of roadway provision, whilst corners have more than 600 feet.

All sales will be made on the basis of "first come first served" with respect to locations. The company will assume responsibility in making selections for each applicant; observing the order in which applications are received, allotting choicest, unsold tracts in each individual case. All approved applications will be allotted and contracts registered and returned upon day received as a rule.

All ten acre tracts are guaranteed as to good soils, and adaptation to purposes of general agriculture and fruit growing; comparing favorably with the general average of North Florida soils and farm lands. All tracts are suited to the purposes indicated in our literature; besides, free of waste land and having a perfect legal title.

A minimum down payment of \$250.00 on each tract purchased, will be exacted in all cases. Remainder to be paid in deferred installments of \$20.00 per month until the \$1,000 balance is paid in full, whereupon a warranty deed will be issued to purchaser, heirs or assigns in conformity to provisions of contract, also to be accompanied by abstract of title.

No interest will be charged on deferred payments. In case of purchaser's death, before payment in full of contract price is completed; the ten acre allotment will be deeded outright, to heirs or assigns upon proof of demise, free of debt and no further payments will be expected or exacted.

Our Quintuple Industrial Proposition Specially Features

ONE THOUSAND ten acre farm tracts at \$1,250.00 per tract, including a five-in-one plan of development; featuring poultry raising and fruit growing, including papershell pecans, satsuma oranges, Japanese persimmons, pineapple pears, tree blueberries, grapes and blackberries. Furthermore, the soils are well adapted to growing of every variety of garden crop common to northern communities; besides many semi-tropic varieties not possible to grow in northern climates. A milk cow and pigs may also be kept with no interference.

To those desiring to improve their situation in life and make provision against the "rainy day," also times of enforced idleness and, saddest of all, the day of in-

Jacksonville, Florida.
April 5, 1927.

Jacksonville Heights Improvement Company,
Jacksonville, Florida.

Gentlemen:

Having sold out my 20 acre farm in Jacksonville Heights and retiring from active work, I deem it my duty before leaving here to say a few words with regards to your Company and the lands, and which I trust you will receive in the same spirit as it is written.

I came here in 1909 and bought 20 acres of land, for which I paid \$400.00, and which I have just sold for \$10,000.00.

When I first came here there was very little development in Jacksonville Heights, as it was then a new proposition just being put on the market, but during the years past I have seen a development even beyond my own conception, and I can see from experience that you can raise practically everything in Jacksonville Heights, which is usual to this climate.

I came here with a very limited capital, devoting myself principally to the poultry industry, and have cleared a sufficient amount of money during this period to retire from business and live off of my income, and practically all of this money was made out of poultry, although I have grown a number of other crops, and all of which did well.

I want to thank you for the many, many, little courtesies that you have extended to me during these years, and can conscientiously say that I have never dealt with a better class of people, and that my dealings in all of these years have been most pleasant and kind.

Wishing you all kinds of success and hoping some day to see you again, I beg to remain,

Very truly yours,

Herman Radweg

We rate Mr. Radweg's wealth at approximately \$40,000 cash, all accumulated from his 20 acre Heights tract in a brief 10 years

dustrial incapacity; we offer a concrete plan, with every condition favorable, whereby the sturdy hand and brave heart can work out to a successful fruition, through development of one or more of our combination, ten acre farm tracts.

Our patrons are provided with a plan of procedure, that makes for constructive enterprise; a plan we unhesitatingly recommend as being industrially sound; being feasibly practical from every standpoint of demonstrated, economic utility, having also, advantages of location and environment, such as no other similar proposition possesses. Remaining locations only 30 to 40 minutes distant by auto, from the premier city of the Southeast Atlantic Seaboard.

Each unit and phase comprising the plan having been demonstrated in actual practice, along conservative lines, by scores of practical horticulturalists, and expert farm managers the country over; then too, state and federal governments have given all of 30 years of assiduous attention to growing, improvement and development of each of these identical, special tree crops, including also the poultry industry.

Hence, when considered from a viewpoint, involving the veritable innate nature of all things worthwhile, our plan must result in unrestricted success for all who lend themselves to the task in a common sense, practical manner, with a hearty good will and necessary facilities, such as would logically be required for success in any kindred undertaking.

Potential Qualities

However, with this enterprise as with any other worthwhile venture; vision and ambition are real essentials. You can't take something from nothing or draw from a business enterprise beyond what you personally contribute. Even dollars and cents are of slight consequence, comparatively speaking. It is the exertion of mental and moral forces that counts; foresight and care, earnest effort and fair dealing both in producing and marketing the fruits of your individual industry.

In this connection and undertaking, such qualifications supplemented by matchless climatic conditions, tropical sunshine, abundant moisture, fertile, loamy soils, artesian irrigation if desired, together with 365 working days for a year, if you would wish to so utilize them. All these advantages, additional to our exceptional superior marketing facilities, should preclude any possibility of failure, even of indifferent success.

Here you will have direct outlet to world markets, for all bulk commodities; local merchants and dealers for every product you choose to deliver day by day. The entire daily or weekly production can be contracted a month or year ahead, to private homes and at higher prices than local dealers could pay and make profit. Thus you will be facilitated by a situation incomparable to any thing you could otherwise imagine as helpful.

Bear in mind also, as you peruse these statements and consider their import to yourself individually; that the adaptation and utility value, both of farm lands, of orcharding products and other industries herein proposed; are attested by county, state and federal government reports, Glen Saint Mary Nurseries, largest in all the South, established more than 50 years ago; also by leading railways, private corporations and individual enterprises of magnitude throughout the state.

"Individual Outdoor Industrialism"

A Fulfillment of Life's Ambitions

We are unable to conceive of any contingency, possible, of occurrence in connection with our combined tree farming industries and poultry farming that could defeat the plans or hopes of a single individual member, among our many thousand colonist patrons to cause calamity, loss or failure.

It goes without saying, you would be very happy, once understanding the true import of our proposition, to "cast in" with fully 5,000 others who, in due course,



The Tree Blueberry

should occupy the entire original tract of 5,200 "*Heights*" farm tracts, of which but 1,000 remain to be sold.

Furthermore, we feel sure you will readily assent to that universally accepted axiom, that declares "what one individual has done or can do under certain prescribed circumstances and conditions, in connection with any given enterprise or venture, regardless of whether industrial, commercial or professional, any other individual, similarly circumstanced and of similar capacity can likewise do." Most certainly, you who read, entertain this attitude and principle, having the courage of your convictions; including also a vision, without which nothing can be accomplished; in fact if there is no vision there is "nothing doing."

Of all individuals, truly deserving of human sympathy, it must be those having eyes to see and ears to hear, yet remain deaf, blind and obdurate to the call of opportunity that would mean a speedy solution of all life's problems and troubles, relating to the question of self preservation.

Quintuple Industries

Quintuple farm tracts, developed in accordance with our "five-in-one" orcharding plan; combining poultry, papershell pecans, satsuma oranges, pineapple pears and tree blueberries, including also grapes, berries and the like; will beyond any question of doubt, prove a "golden dawn," throughout the remainder of *your* career in life.

Our appeal is to you personally and direct, made in utmost sincerity and from the standpoint of your own individual welfare, regardless of whether it leads to business relations between yourself and the company. However:-

It is an imperative obligation you owe to yourself, your family, the community and society at large; to be self supporting and fulfill your obligation and responsibility to those dependent on you for support. Every human impulse and social instinct



One Year Old Duval County Vineyard.

demands this from you. Besides, who could wish or deliberately plan to become a charge upon the community or what is even worse, a burden to friends or family connections. Generally speaking, manly courage revolts at the very thought. However, gallant effort oftentimes is made with sad disappointment and disastrous results, by the highest and mightiest, but we should not falter; there is no such thing as failure if we stand by the principle, "*I can and I will.*"

Hence, to provide against the alternative of becoming a care and burden on friends or relatives (which also, might mean to them a nuisance) it is not only a duty but a social necessity if you desire to live out your allotted time in quietude, peacefully and respectfully in the eyes of the community, independently of charitable oversight or family solicitude.

Success a Matter of Personal Equation

The industrial aspect, contemplated by this offering, is distinctly designed to render impossible such harrowing contingencies and discouraging outlook upon the highway of life by reason of hapless human experiences. From the standpoint proposed herein you can succeed, regardless of what has been your past experience. The whole world stands ready to cooperate with and assist the man of faith and courage. Even though for the moment, entirely penniless; assistance peers from myriad shadows, awaiting but a signal, warranting assistance.

If you feel that circumstances are unpropitious and against you, forget it and remember that here is outlet to liberty and prosperity. We will help you, Jacksonville will help you, Florida spends millions to facilitate the stranger within her borders, unaccustomed to methods and conditions differing in so many respects from those of more northerly regions.

We furthermore would have you remember that our *JACKSONVILLE HEIGHTS* project is far removed from any thing akin to, or connected with, the



Jacksonville Heights Cabbage

great tidal wave of wild and senseless speculative investment that swept the state fore and aft, in 1925; a veritable avalanche, originating entirely in certain conspicuous, northern investment centers. By no means a *Florida* emanation or product.

JACKSONVILLE HEIGHTS, having been surveyed and platted in its present commercial aspect for approximately 20 years; so that every one of the 4,000 tracts heretofore sold, were from one and the same original survey plat. Hence in considering our proposition, you are entertaining an old, staid, settled and substantial business project that is endorsed by all civic organizations, financial institutions and public service corporations of the city; besides, city, county and state officials. Not only those comprising present administrations but all others that have come and gone in the interim of 20 years last past.

IMPROVIDENCE

The Outstanding Tragedy of All Human Experience

FOR the moment, we would have you forget all personal concern on our part with respect to selling you a suburban homesite in the Jacksonville sector of Florida.

It would signify absolutely nothing to us in comparison to its momentous importance to you. Therefore, take this quandary home to yourself for a careful and more deliberate consideration.

What provision have *you* made for that insidious epoch of human experience wherein, with the faithful companion of youth, courage and toil, you twain have reached a way station on the down hill of life; a time when your day star of youthful endeavor is fast approaching the lowering horizon of hapless decrepitude? When suddenly you find yourselves confronted by that heartless, egregious "hobgoblin" "old age." Proclaiming as with the "iron tongue of time" "*you have reached the standpoint of incapacity!*"



Three Year Old Satsuma Orange Tree.

Such pronouncement, in the vernacular of modern day industrialism portends a discouraging predicament for you. It means imminent "*discharge*," ruthless consignment to that inhospitable "no man's land" of the business world. *Whereupon*, finding yourself shut out from accustomed opportunities of profitable employment, you are left to eke existence and compass your own salvation as best you can. In short, there is nothing to do but fall back upon your own resources. What are they?

Seriously put the question to yourself, here and now! What are my personal, available assets or resources? Were such challenge put to me today, what would be my answer? Possibly, in the on-rush of work-a-day haste, it has not occurred to you to take stock in anticipation of so serious a situation, threatening, as it were, to involve the veritable bulwark of your individual existence.

Startled by the realization of this harshly sullen edict, you have faced about to forecast the outlook. Alas! nothing in sight, the future holds little of sympathy, encouragement or hope. Fateful edict! Condemned to the sacrificial altar of "*incapacity*," in deference to the "*idol of youth*" who is awaiting assignment to *your own*, coveted and imperatively necessitous position. Whilst you, your own true self, ever faithful and capable; now slated for the "discard" as to all future requirements of accelerated, industrial activities; unawares, become ineligible to "rank and file" of industrial opportunities generally.

"*Incapacited by old age!*" All nature vehemently rebels at the merest suggestion. But alas! No human agency at hand, able or willing to rebuke the "*lie*." Notwithstanding, the fateful, industrial edict has gone forth never to be recalled; hateful, merciless, unkind and unjust, since as a matter of fact, *age* decrees neither incapacity nor decrepitude.



Grapes an Unqualified Success in Duval County.

No Man Excused of All Life's Duties Incessantly They Clamor for Recognition

Perhaps dear reader, your attention has never been called to the astounding fact that, out of every 100 of our male population who reach the 60th mile post of human experience, 70% become a helpless charge, either upon charitable institutions, relatives or kindly disposed friends; a situation that sooner or later betokens the hapless sequence of Carlton's *"Over the Hills to the Poorhouse."*

Friends, young or old, such contingency should never obtain in any individual experience. Affairs should be so adjusted in the course of human events that one and all be permitted to remain, lifelong communicants at the "commissariat" of their own individual domicile, provided and made secure for a dependable heritage in declining years. Such dependable provision, should in all cases be made a certainty before middle age is attained; seldom can it be accomplished once the "incapacity" signal has been flaunted, when alas! too late, since opportunity for the average man has flown at this juncture of life.

Possessing one of our industrial farm units, would preclude the possibility of any such predicament. Meeting all requirements of housing, subsistence or overhead, and otherwise caring for you even beyond allotted time. Furthermore, taking into account that, you might decide to celebrate a "*centinarian*" birthday.

Today then, this great personal problem is confronting you as never before. On the strength of what you have observed in the life and experience of others round about you, even from earliest recollection, you are prepared to judge and more properly attest the verity of these statements and contentions as being the common lot of mortals, far and beyond the greater portion falling heir to such conditions and experiences.



Blueberries Unexcelled for Large, Dependable Revenues.

Do you earnestly desire to escape the harrowing consequences of premature industrial discard? There is no room for argument on this point: You have but to answer the pertinent inquiry. Where is the cottage home that must shelter you and yours, throughout the "sunset" period of life? Where the sheltering protection against the inexorable irony of fate; of merciless onslaught from wintry blasts, the chill and coldness of an indifferent world—"when you're old."

Your Family! How About Them? Is There a Commensurate Income?

Furthermore, there are even more important considerations to be taken into account in this connection than mere ownership of the home. Suitable provision for its social weal and economic upkeep must be made, if you contemplate enjoyment of its sacred amenities for any considerable period. Remember that living costs, taxes and "overhead" are seldom lowered to accommodate the exigencies of old age. What the advantage then, of "*a home of your own*" in absence of the equally essential provision for its maintenance to the limit of your requirement?

Yes! We note how economic, domestic emergencies, affecting the home life of youth may readily be adjusted on the score of credit integrity. Not so, however, in case of old age and incapacity. As you are painfully aware no doubt, the C. O. D. rule applies in unvarying and relentless exaction.

Failure or inability to provide for requisite contingencies as obtaining from time to time, eventually defeats the original purpose and intent of the "home of your own" principle; most important of all earth's humanizing influences. In such event, the situation must sooner or later result in the same hapless outcome "over the hills" unless there are friends or relatives to rescue; a situation that every individual having a scintilla of pride and personal independence would avoid. For we do know, how reluctant others are to assume such responsibility, whether "flesh of your flesh" or "just kind friends." Such responsibility interferes with personal freedom.

Why Falter Whilst Uncertainty Involves the Family Legacy?

Wherefore, we recognize an imperative, sociological duty, placed upon every man and woman "inch high the grave above" in the matter of making for self and loved ones a dependable place, answering to the "call of home." A mere house or building is not enough, nor does it constitute home in its truer sense. There must be an equally substantial guarantee for its enduring integrity and continuous upkeep, of peace, protection and plentiful supply. The entire situation however, being contingent upon the principle of self determination, faithfully observed and persistently carried out.

Having in mind such prevalent situation of dire distress, we have endeavored to formulate a plan or system of self sustaining, life enduring protection that we know beyond any question of doubt, will effectually solve this problem of "old age" improvidence, where carefully worked out, as every one of our patrons can do if only so disposed; at the same time establishing an enduring legacy for those we leave behind.

We know of nothing so definitely reliable for this purpose as our "quintuple" industrial farm tracts; the five integral units of which, work industriously in your interest, every moment of a 24-hour day. Hence, when it comes to bidding a final adieu to friends and the dear ones of the family circle, this beneficent heritage and environment will remain an enduring support; attaining momentum with the years, continuing on and on, to bless and benefit your progeny for generations yet unborn. Thus will be accomplished a solution of this perplexing human equation as no other expedient has or ever will succeed in doing for you and yours.

A "five-in-one" quintuple farm allotment will, beyond any quibble or question of doubt, when properly developed, take ample care of your self and family, regardless of how long permitted to live; independently of all the world and at the same time make all rich if perchance you have such praiseworthy ambition. Enhancement in values will accomplish this alone. There already are plenty of instances of "HEIGHTS" ten acre tracts, being sold on the open market at from \$500.00 to \$800.00 and as high as \$1,000 per acre, that cost the original holder but the merest fraction of this sum. (See letter of Mr. Radneg, page 14).

JACKSONVILLE HEIGHTS SPECIAL FEATURES

Individual Outdoor Industrialism—Coordinated Quintuple Enterprise A Correlated "Five-In-One" Basis That Brooks No Failure

As heretofore indicated, our "five-in-one" ten acre farm development plan is based on a combination of *five* widely known Florida products, each thoroughly demonstrated and splendidly adapted to the purpose and plan of grouping into one homogeneous, intercropping system.

All phases, exigencies and contingencies, involving the several or separate units, having been worked out and most painstakingly demonstrated, throughout a period fully 30 years in extent, both experimentally and scientifically, thus determining beyond any per-adventure, their perfect and practical adaptation to this, our plan and purpose; applying also to all North Florida areas in point of general adaptability.

Hence, any financial institution, commercial or civic organization, banker or public official, comprehensively familiar with horticultural and agricultural conditions and possibilities of this region; may be interviewed in confident expectation of receiving reliable, unprejudiced information and advices, both with respect to soundness of plan, practical adaptation of indicated crops to the locality, and as well the probable successful outcome of development plan or, as to either of the integral units comprising same.

This combination plan or system, features *five* separate units, to be grouped into such combinations as appeal to individual preference. *Separate unit industries* may also



"Heights" Destined to Lead State in Poultry Products.

be started one at a time and from year to year, as found to be most practical and convenient for the individual developer.

We recommend poultry as simplest, less expensive and most practical unit to start with besides, superseding all others in point of quick returns; constancy of fruition and dependable, cash in hand. Hence why, in arranging a development program, we feature poultry as an outstanding reliable, foreground factor. Of first importance in respect to comprehensible development plans. A cash "*money crop*" from the very outset; gaining momentum from day to day and week to week the year around.

FLORIDA'S POULTRY EQUASION

By HON. L. M. RHODES, State Market Commissioner of Florida

"Florida consumes 38,768,150 pounds of poultry, valued at \$13,181,170 and 31,800,000 dozen eggs, valued at \$12,262,351,—a total consumption of poultry products valued at \$25,443,421. Florida produces 12,922,916 pounds of poultry valued at \$4,393,723 and 17,117,500 dozen eggs, valued at \$6,633,033,—a total production of poultry products amounting to \$11,026,756. Total importation required to supply our needs, amounts to \$14,416,765 * * * *"

700 White Leghorn Hens, a Practical Farm Flock

Poultry flocks are regarded in all sections of America, and from every imaginable viewpoint, a dependable and profitable source of revenue that should not fail or disappoint, when wisely engaged in and properly conducted; this is a common rule, if the flock owner takes pains to inform himself as to usual practices in caring for and feeding his flock.

Baby Chicks

Among the more practical plans for starting the flock, is that of buying baby chicks; they can be had in quantities at from 15 to 18 cents each. If pursuing this



A Duval County Poultry Farm.

plan, all cockerel chicks when old enough are culled and placed by themselves and made ready to sell on the "fryer" market. When carefully handled, they bring a sufficient sum to return the original cost of baby chick purchase. The pullets from such purchase, soon reach the laying stage when, with due attention to feeding and sanitation, losses are almost nothing (around 3%) with profits gratifying.

Pullets

If sufficient ready capital is available it is better to buy pullets at the outset; taking into account the time required for baby chicks to reach the laying stage. We recommend 700 pullets or hens as the more practical flock unit to start with, in combination with our ten acre, five-in-one, farm tracts.

White Leghorns

White Leghorn strains appear the most practical variety for our Jacksonville market, there being a distinct preference for this variety of eggs. Pure breed White Leghorns show an average production of 190 to 200 eggs per annum or 16 dozen to the hen. On the basis of 42 cents the dozen, the average price for the last six years as shown by the annual report of Mr. Rhodes, state market commissioner, the annual revenues would be \$6.68, from each hen. Deducting feed cost and incidental expenses of \$2.50 the hen, leaves a net average profit of \$4.18. The flock of 700 hens, giving a net annual income approximating \$3,326. Such results require faithful attention and care. The foregoing figures are based on a survey made, of 38 farm flocks averaging 700 hens each that gave actual results indicated.

The following authenticated example of farm flock poultry experience is quoted from a Florida state quarterly bulletin called "*Rural Home Life in Florida*," issued by Commissioner of Agriculture Nathan Mayo. The report recounts a ten months experience with poultry in our county, (Duval).

A Ten Months' Duval County Record

"Poultry a paying enterprise, according to report sent in by M. N. Shonda of Jacksonville, Duval County, who started last November with 650 S. C. White Leghorn pullets.

"This flock of pullets produced an average of 186.42 eggs per bird for the first ten months. The average monthly egg production per bird was as follows: November, 13.94; December, 15.19; January, 16.50; February, 19.04; March, 23.03; April, 23.69; May, 22.09; June, 19.43; July, 17.48; August, 16.03.

"The flock produced 9,670 dozen eggs, sold at 42c per dozen, bringing in \$3,941.34. Also 130 birds were sold for meat purposes, at \$120.10. The total receipts amounted to \$4,061.44. Expenses \$1,592.95, actual profit, \$2,468.49.

"Total cost of feed was \$1,169.95; labor, \$399.00, and miscellaneous expenses, \$24.00. The total expenses amounted to \$1,592.95."

The following additional examples are given by N. R. Mehrhof, State Extension Poultry Expert: "Poultry can be made a paying business as a side issue on the farm if properly managed. Mrs. J. D. Hood, Florida, has a flock of White Leghorns, about 140 pullets and hens (40% being pullets); she kept 14 male birds for use in the breeding pens. The monthly egg production totaled 176.62 eggs for each bird in ten months.

"The feed bill, exclusive of milk, amounted to \$117.53. 1,796 dozen eggs were sold at an average price of 27.9c per dozen, or \$502.16. There was \$22.84 income from fowls sold, making the total receipts \$525.50, the net profit being \$407.97 above feed cost exclusive of milk; this for only ten months.

"Miss Laura Case, a poultry club girl of Orange County, Florida, reports that she started last November with a flock of 14 Barred Plymouth Rock pullets and two cockerels, used to produce hatching eggs. The average production per bird for the first ten months has been 154.15 eggs. If the pullets continue producing at the same rate they will average over 175 eggs per bird for the year.

"She received an average of 53½ cents for each dozen sold, a total of \$80.70. The feed bill was \$39.69, showing a profit of \$41. She also sold 31 chickens at 34½ cents per pound, with receipts from this sale of \$38.67. Meantime 100 chicks were hatched and raised."

Papershell Pecans

We consider the next most important unit in our ten acre farming equation to be "papershell pecans" which though slower growing and tardy in getting under way with actual cash money revenues; nevertheless, and in the long run, more than making up for earlier delinquency by increased production and larger profits.

We quote the following from a recent letter to us from Glen Saint Mary Nurseries, largest and oldest concern of the kind in all the South, Glen Saint Mary having an estate of more than 4,000 acres and a next door neighbor to our JACKSONVILLE HEIGHTS "quintuple farms industries." Dr. Hume, president of the company writes us under date of May 23rd, 1927: "For Northeastern Florida, which includes the district in which you are interested, there is no more dependable fruit tree than the pecan. It is a hardy, long lived tree and given intelligent care is one of the most satisfactory that can be planted.

"Since they make large trees, they must be set far apart in the orchard, fifty or even sixty feet. This gives ample space in which to grow farm and truck crops whilst they are coming into bearing. Or if desired, they may be interplanted with satsuma oranges or other fruit trees. Hence, it will be seen that they fit into the usual program of farming very nicely.

"Planted under right conditions and well cared for, the pecan will continue to bear fruit long after fruit trees, planted at the same time have ceased to grow. In fact, a pecan orchard is equal to many peach orchards, for instance, in length of life and fruitfulness.



Mahan 700 Acre, Ten Year Old Pecan Grove, Monticello.

"It is very difficult to give you a comprehensive outline of pecan growing within the space of an ordinary letter. For further information permit us to refer you to the writer's book, *'The Pecan and its Culture.'*"

Dr. Hume is regarded a leading nut culturist of the country; being recognized a standard authority on the "*pecan*" and the author of several publications on the subject, largely quoted by the U. S. Department of Agriculture. He is also regarded a most conservative and reliable source of expert information in connection with all horticultural problems obtaining in the South.

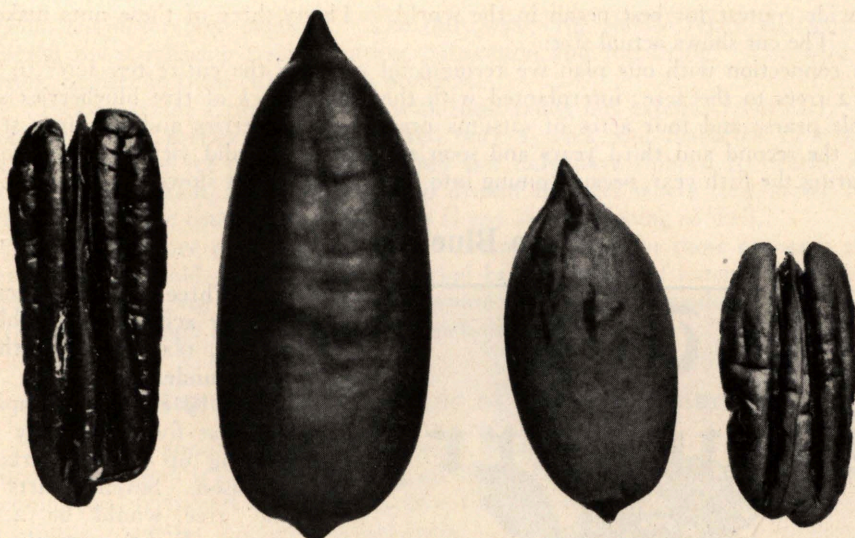
Property and Income Value of Pecan Groves

Pecan orchards are rated commercially as to property valuation on a basis of \$500.00 at one year old from time of being set to orchard formation. Increasing in value at the rate of \$25.00 to \$50.00, per acre per annum up to the sixth year say, when they make the first record yield of a few pounds of nuts per tree, thereafter increasing at the rate of \$50.00 to \$100.00 per annum up to forty and fifty years. This of course, being entirely independent of the income from sales of nuts. The crop increase from year to year being something of a wonder and there is a waiting market for the crop regardless of the quantity. It is the best nut in all the world, barring none, and is not produced elsewhere than in our Southern States.

From Vol. 54, No. 27, of U. S. Government Congressional Record, we get the following:

"We are annually importing 60,000,000 to 70,000,000 pounds of nuts at a cost of between \$12,000,000 and \$13,000,000. Why spend millions of dollars each year in buying nuts from foreign countries when at home we can grow the *pecan*—the equal of any other nut, native or foreign."

Pecan trees are propagated in the nursery from seed nuts; budded or grafted whilst still in the nursery at around one year old; thereafter, planted to the permanent orchard positions, the second or third year as a rule. However, when speaking of three or four year old trees for instance, reference is being made to trees that have had four years growth in the orchard.



Showing the Comparison between the Mahan and the Schley Pecan
The Mahan Pecan won the honor of being the best quality pecan in the world-wide contest held at San Saba, Texas, in December, 1925.

Yield Records and Market Values

The following table of annual yields, beginning with the fifth year, which is the first record bearing year, is fairly conservative from the standpoint of general experience; considering of course that best standard varieties are planted and properly attended to.

Orchard	Year	Lbs. per Tree	Trees Pr. Acre	Pounds Pr. Acre	Price per Pound	Per acre Income
5th	"	3	12	36	40c	\$ 14.40
6th	"	5	12	60	40c	24.00
7th	"	9	12	108	40c	43.20
8th	"	12	12	144	40c	57.60
9th	"	25	12	300	40c	120.00
10th	"	50	12	600	40c	240.00
15th	"	150	12	1800	40c	720.00
20th	"	300	12	3600	40c	1,440.00

If a table were compiled, showing authenticated records of all bearing trees, where records of yields have been accurately and scientifically kept over a period of say, 20 years, we are able to state advisedly that the showing would be much greater than the foregoing. We have in hand a certified record under notarial seal of 2,000 pounds from one single tree in one season; besides records of 1,200 to 1,500 pounds from other trees. But, it would not be fair to claim any such results for *all* pecan trees. These remarkable yields are from trees as old as 75 years. We also know of yield records covering 35 years where the average was 500 pounds per tree yearly and one tree over 110 years old, yielding 800 pounds per annum. Pecan trees will endure beyond 500 years, bearing as strongly as at 50 to 100 years.

The accompanying cut, showing individual pecan nuts, affords an argument and illustration of the scientific fact of "natural selection" "survival of the fittest" or scientific "evolution" so-called.

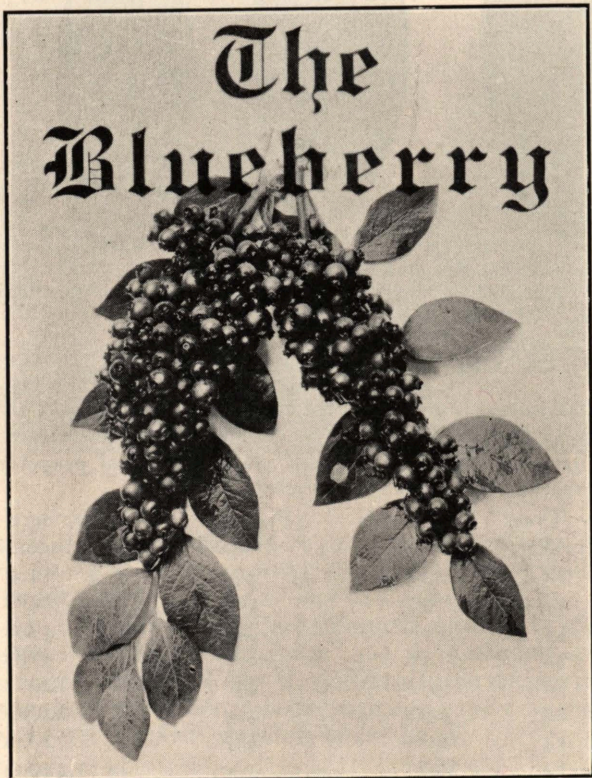
The "Mahan" giant nut of the pair, in contrast with the "Schley," heretofore premier variety; each shown life size, tells a story requiring no wordy elaboration to make facts apparent.

The Monticello, Fla. Nursery Co., purchased the parent tree in Mississippi paying \$5,000 for same, at ten years old; this in 1925, naming the phenomenal evolution in honor of its President, Mr. F. A. Mahan. The "Mahan" nut is "twice winner of a

world wide contest for best pecan in the world." Thirty-three of these nuts make a pound. The cut shows actual size.

In connection with our plan we recommend planting the entire ten acres to pecans; 12 trees to the acre; interplanted with three acres *each* of tree blueberries and pineapple pears; and four acres of satsuma oranges. Blueberries and satsumas start bearing the second and third years and soon are giving splendid yields. Pears come into bearing the fifth year, pecans coming into bearing somewhat slower.

Tree Blueberries



Three hundred trees is the per acre quota for blueberries, 900 trees to three acres under our plan. As shown by carefully compiled data, at five years they are bearing up to 10 quarts in a season. Seven quarts to the tree would be 2,100 quarts. Eighth to tenth year the yield is 15 quarts the tree, twelve year old trees yielding 20 to 25 quarts. Thirty five to forty year old trees yield 35 to 40 quarts. A reasonable market price is from 20c to 35c the quart. Today, 5/25/27—in Jacksonville we notice that they are priced on the retail market at 40c the quart.

We quote the following from a pamphlet on "*the tree blueberry*" by the Seaboard Air Line Railway: "After the fifth year the yield may be expected to increase 1 to 2 quarts a tree yearly until 20 years old or

longer. They live at least 30 years. Well cared for orchards on good soils will more than duplicate these yields."

"Here are records of yields that have been made. A two-year old tree bore seven quarts in one season. Near the same place a few three-year old trees yielded 12 quarts apiece. In another locality three five year old trees provided 12 quarts apiece."

"In Alabama a woman reports having picked 90 quarts from a 15 year old tree. Another woman in North Florida gathered 60 quarts from a tree 20 years old. In 1923, 4,500 quarts were picked from 280 eleven-year old trees between June first and September first, and after fully 2,000 visitors had sampled the fruit. They sold for 25c a quart in crates at the station. The gross return was \$1,125.00." (This the actual returns from a single acre of tree blueberries in one single year).

"It is safe to say that these 280 trees,—less than usually planted on an acre—would produce 5,600 quarts, worth \$1,400 if the berries eaten by the visitors had been sold. These trees received only fair cultivation and were never fertilized before 1923, when less than a pound of commercial fertilizer was applied per tree.

"The market has been steady year after year, and prices have remained substantially at 20 to 25c a quart F. O. B. the shipping point. Commission men in the large markets advise that there can never be too many blueberries produced as the

demand has never been supplied. The third year crop should repay all the expenses incurred for purchasing trees, planting, cultivation and fertilizing. The wild berries cannot compare to those cultivated in orchards.

"Picking is not a rush period as with most fruits but extends from early June to September. The berries should be picked once a week and marketed in strawberry boxes, packed into 32 quart crates. They not only have shipped to nearby markets without refrigeration, but 1,000 miles to distant markets where they arrive in satisfactory marketable condition. Few fruits if any stand shipping so well.

"A crop failure of tree blueberries is unknown, even in those orchards that are over thirty years old. The blooming period begins early and extends over about six weeks. The ripening period, which also extends over a long period—10 to 16 weeks—carries them through any season of too much or too little rain.

Outstanding Advantages of the Tree Blueberry

"Abundant annual crops are produced regardless of weather conditions. No difficult cultivation is needed to develop an orchard or keep it bearing. Large amounts of commercial fertilizers are not required. The cost of securing trees is small. Spraying is unnecessary for diseases or insect pests.

"Practically no pruning is needed. The markets will take all berries offered, and at good prices. Harvesting period is extended over a long period, so there is no rush season in gathering the crop. There is no long waiting after planting before the trees yield a worthwhile crop."

Issued by Seaboard Air Line Railway Development Department

Bulletin 974, U. S. Department of Agriculture, page 22, gives the record of a blueberry orchard. Trees were seven years old in 1919 and yielded 95 bushels per acre, the fruit selling for \$966 per acre, while in 1920 the same orchard produced 117 bushels per acre and the fruit sold for \$1,280.

Same bulletin, page 24, concluding says: "The introduction of the blueberry into agriculture has a much more profound significance than the mere addition of one or more agricultural industries to those already in existence."

The Pineapple Pear

In connection with our tree orcharding plan, pineapple pear trees—also called "sand pears"—are set 27 to the acre, giving 81 trees to three acres. The usual market price for pineapple pears ranges from 75c to \$1.25 the bushel. 85c may reasonably be regarded a bed-rock price.

Pineapple pears begin bearing the fifth year, rapidly increasing up to *fifteen and twenty-five bushels* from 8th to 10th years. At this stage they are just getting under way and should continue highly profitable up to 60 and 80 years.

Again we quote from a recent communication from Mr. Harold Hume, President of Glen Saint Mary Nurseries Co., on the question of the adaptability of pineapple pears to our "quintuple tree orcharding plan:"

"With reference to the question of pear growing:

"During the past 25 years there has been no advance in American pear culture. No more fruit is being grown now than was grown at the beginning of the present century. Other fruit industries have made great increases in production, but pear growing has been at a standstill, a condition due to one single factor in pear culture, viz, pear blight.

"Every year this disease has taken its toll of pear trees and the new plantings from year to year have not more than kept pace with the losses. The bacterial disease cannot be controlled by spraying. It was recognized that the real solution of the difficulty lay in securing varieties of pears resistant to the disease, and many pears from the Orient and elsewhere have been tested out.

"The one variety so attracting most attention is known as the 'pineapple pear.' It is a very vigorous grower and an unusually heavy and regular bearer. A yield of



(1) Home Demonstration, Canning and Preserving
(2) Pineapple Pears.

from 10 to 25 bushels per tree from young trees eight to ten years old is not uncommon, and older trees have been reported as producing over 100 bushels per tree in a single season.

"The fruit is large and handsome, with a pleasing odor somewhat resembling that of the pineapple, and the flesh is coarse, crisp and juicy comparing favorably in quality with Kieffer. A prominent Southern horticulturist writes: 'Personally, I like the quality a great deal better than I like the quality of Kieffer, but considering it commercially, it would be sold in the same class with Kieffer.'

"While it cannot be classed as a dessert pear; for cooking or canning and for any culinary use it is a very valuable variety. It is adapted to a wide range of soils and can be grown on dry sandy land or on soils that are too moist for most other fruits. The pineapple pear is highly resistant to pear blight and after subjecting it to very severe tests, we feel certain that pear blight will never interfere with growing of this variety in the South. Depending upon the section where planted, the fruit ripens during July and August and can be held on the trees for several weeks after it is ready to pick.

"GLEN SAINT MARY NURSERIES CO.

FROM a booklet treating in detail the subject of "pineapple pears," we quote the following, written by H. P. Stuckey, director of Georgia State Experiment Station, under the heading: "*A New Pear Industry for the Coast Country.*"

"It is thought to have been introduced into America about 1840 and has readily hybridized with a great many of our commercial varieties. Whilst the hybrids are more resistant to blight than the Bartlet and other pears of its class, they are not sufficiently resistant to be recommended for *commercial plantings*.

"The parent tree from which the scions were taken for the plantings at the experiment station, measures more than nine feet in circumference and stands on a plantation at Nesmith, S. C. The fruit of this pear is very attractive; creamy yellow with conspicuous, small brown specks, and has a distinctly pleasing odor, suggested by some as resembling that of pineapple. For this reason 'pineapple pear' has been adopted as its varietal name. It blooms about three weeks ahead of most commercial varieties."

Treating the question of "*What Yields Can be Expected*," S. A. L. Ry. booklet, "*The Pineapple Pear*," states:

"A grower of 18 years' experience with this 'blight-proof' pear over three states, gives us the following as applicable to the orchard that receives average care in handling:

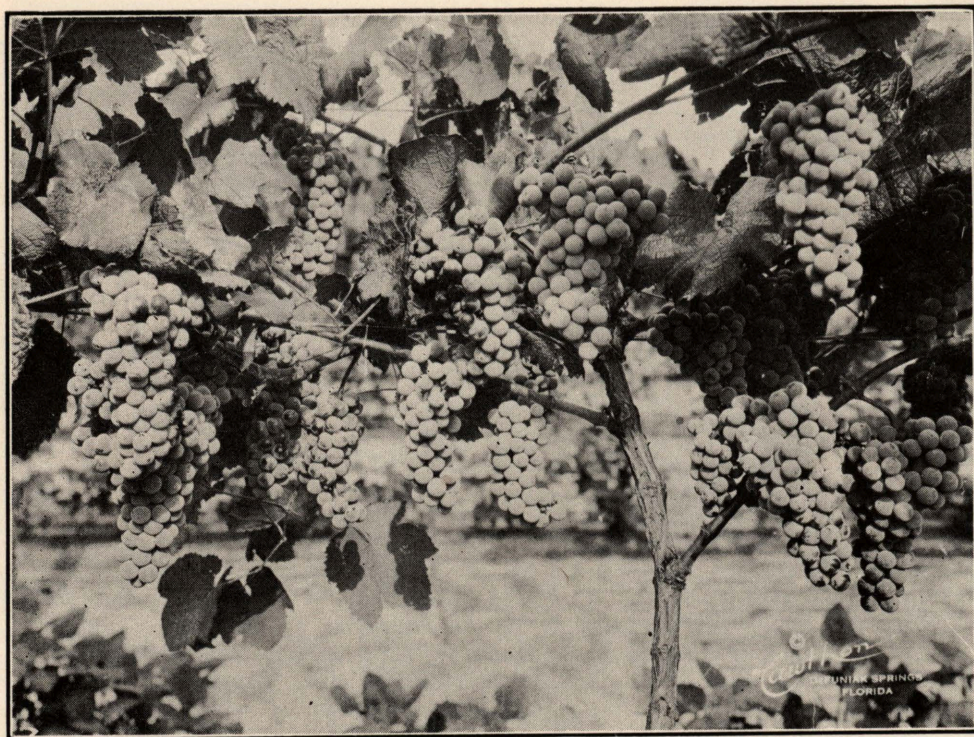
4th year—A few pears may be expected.	Per Tree
5th year—From one-half to one bushel.	" "
6th year—Five bushels; first commercial crop.	" "
7th year—8 to 10 bushels.	" "
8th year—10 to 15 bushels.	" "
10th year—18 to 20 bushels.	" "

"This statement of yields has carefully been gone over and approved by others who have been studying pineapple pears for many years. After coming into bearing, there will be many trees that will carry extra heavy crops."

What Others Say About Pineapple Pears, Marketing, etc.

"In 1923, pineapple pears in Mobile County, Ala., sold for 85 cents to \$1.10 per bushel in baskets at the freight-car door. Most of them were shipped to northern markets.

"One enthusiast stated: 'They beat compound interest and are better than a pension.' Still another advised: 'Plant pineapple pears for a life-time income and a



Florida will lead in Grape Growing.

legacy for the children,' whilst others cite the following experiences and returns in support of boundless enthusiasm.

"An eight-year-old orchard in Mobile County, Ala., carried 20 to 25 bushels per tree in 1923. Another orchardist in same county has one tree 32 years old that for 12 years has given an annual cash return equal to 10% on \$500. In 1918 92 $\frac{3}{4}$ bushels were picked from the tree and sold for \$1.00 per bushel. This tree has a spread of 45 feet when loaded. In 1921 something over 18 carloads were shipped from the same county.

"In 1920 from 2 $\frac{1}{2}$ acres, something over 1400 bushels were shipped, netting f.o.b. \$1,800. In 1921 the yield was not quite so good, but the net returns were \$1,400. In 1922 there were over 3,000 bushels gathered, for which the owner was offered 70c per bushel for the entire crop loaded loose in the car.

"Trees in Georgia, eight to ten years old, are bearing 25 bushels of pears and selling at 70c to \$1.00 per bushel. Thirty bearing trees, 20 years old in Liberty County, Ga., produced close to 1,000 bushels in 1922. 124 bushels were picked from three of the trees. The pears sold for 70c per bushel.

"Seven year old tree in Tatnel County carried 14 bushels through to maturity.

"The oldest tree of which we have any record was set out some 75 years ago. It is about two feet in diameter at four feet from the ground. In September 1922, it had over 75 bushels of pears on it.

"It is a pear suitable for cooking and can hardly be surpassed for preserving, baking and canning purposes. It stands up well and does not turn soft as do some other varieties after remaining in the can for some time. Canneries report that it brings a premium above the Kieffer, when canned, and is in great demand by those who consume canned pears. It will keep firm for a long time after being picked from the tree, hence an excellent fruit for shipping."

From S. A. L. R. R. Booklet "*The Pineapple Pear.*"

SATSUMA ORANGES

Satsumas are the marvel of the entire citrus family. Splendidly adapted to interplanting in connection with our tree orcharding plan of 12 pecan trees, 27 pineapple pears and 300 blueberry trees per acre. Ordinarily the yield from satsumas is phenomenal. We recommend that 4 acres be planted to satsumas out of each ten acre tract. 49 trees to the acre. 196 trees all told.

In this connection we know of no more reliable authority as to the growing of satsuma oranges than Glen Saint Mary Nurseries, who have been in the citrus fruit and nursery business since the early eighties, and were established as long ago as 1882.

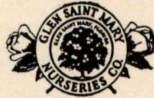
MAIN OFFICE AND NURSERY AT GLEN SAINT MARY, FLA.
BRANCH OFFICE AND NURSERY AT CHIPLEY, FLA.

CITRUS OFFICE AND NURSERY AT WINTER HAVEN, FLA.
LANDSCAPE OFFICE AT JACKSONVILLE, FLA.

GLEN SAINT MARY NURSERIES COMPANY

ESTABLISHED 1882; INCORPORATED 1907

H. HAROLD HUME, President
H. E. CORNELL, Vice-Pres.
A. B. JOHNSON, Treasurer
C. R. STEPHENS, Secretary
W. B. MATHIS, Field Manager
R. L. WOLFE, Ass't Sgo.
E. L. STEELE, Ass't Sgo.
A. TYLER, Ass't Sgo.
H. A. TURNER, Ass't Sgo.



ORANGE AND GRAPEFRUIT TREES
PECAN AND FRUIT TREES
SHRUBS AND SHADE TREES
PALMS AND CYCADS
BAMBOOS AND GRASSES
ROSES AND VINES

GLEN SAINT MARY, FLA.

May 20, 1927.

Jacksonville Heights Improvement Company,
Jacksonville, Florida.

Attention Mr. J. W. Crow, Gen. Sales Mgr.

Dear Mr. Crow:

Replying to your inquiry of recent date concerning our experience with the Satsuma orange, we may say that we have been growing them here at Glen Saint Mary for many years. In 1905 we shipped what we believe was the first solid carload of Satsuma fruit ever sent to market in this country. In the years 1905 to 1920 we marketed a total of 19399 half boxes of fruit which gave us \$32,455.68 above selling and transportation costs or an average of \$3.35 per box. It has proved to be a profitable crop to grow here, and we are increasing our orchard plantings from year to year. It is well adapted to this general region.

The Satsuma orange which we are growing in our nurseries and orchards is the variety known as Owari. It came from Japan many years ago and is the finest variety of its group now being grown in this country. It is a very hardy variety of most excellent quality. The fruit pulp separates readily from the skin and the sections or segments very easily from each other. Indeed it may be eaten out of hand without soiling the fingers.

The Satsuma orange is a very early fruit, maturing in October and November, and in its season it is without question the best orange that goes into the market. Since the enactment of Florida's green fruit laws, we believe that the Satsuma is assured of a place in the early markets that no other orange can fill. The local demand is increasing greatly and the local market will take the fruit in very great quantities from year to year.

Sincerely yours,

GLEN SAINT MARY NURSERIES COMPANY.

H. Harold Hume

HHH:MP

Among the many other things they say of this wonderful delicacy is that "*the satsuma orange* in the opinion of many, is the most profitable fruit that can be grown in North Florida."

Consulting them by mail concerning our plans and the relative merits of the several tree crops we had under consideration before definitely concluding our tree farming plan, we received the letter shown on page 33 from them specifically indicating their attitude toward and experience with satsuma oranges at their vast nursery estates but 15 miles distant from the western boundary of Jacksonville Heights ten acre farm tracts. The recent letter to us concerning satsuma oranges speaks for itself:

Yields and Markets Satsuma Oranges

The following from Seaboard Air Line Railway special satsuma booklet:

"Yields obtained from a grove poorly cared for are no criterion for a grove that has been given proper attention and vice-versa. In 1923 on one West Florida grove of two acres, trees twelve years old, a yield of 1,200 half straps was obtained, or 600 half straps per acre. (Half strap meaning one-half box). At \$3.00 per half strap, the gross return was \$1,800 per acre.

"This probably represents the average return to be expected from a 12 year old grove that has been well cared for. On a farm near Savannah, Ga., in 1923, several six-year old trees yielded an average of four half straps per tree. Valued at \$3.00 per half strap, (a conservative price), the returns would be \$12 per tree. Figured on this basis an acre of 49 trees would have a crop value of \$588.

"Based on average production, the following yields may be expected from well-cared-for trees at the ages indicated:

4th year—One-half strap per year.

5th year—Two half straps per year.

6th year—Three half straps per year.

8th year—Six half straps per year.

12th year—Ten half straps per year.

"The satsuma ripens early and is marketed October and November, coming in before movement of round oranges is well under way, the satsuma supplies a missing gap and commands a good price. First car shipped to Chicago in 1923 contained 600 half straps and sold for \$2,600.00. The demand is increasing and the market steadily expanding."

Blackberries

This delicious product is indigenous to our soils and climate. Blackberries are found growing wild and in greatest profusion the country over. They are of large size and splendid quality, yielding abundant crops.

They can be planted here and there in considerable quantities without in the least interfering with the more important tree crops. Berries take kindly to shade and are not resentful of other growths.

Recently whilst on a pleasure jaunt through sections of Jacksonville Heights, one farmer interviewed told us of his blackberry crop for 1926 that brought him \$5.00 per plant marketed amongst his city milk customers, and of a Japanese persimmon tree five years old from which he sold \$50.00 worth of fruit the season of 1926.

This same farmer also stated he could make a good living selling cream from five cows at \$4.80 per gallon.

The Grape Industry

The grape industry has a wonderful future in North Florida. We have seen some as fine examples of vineyard products as anywhere in all the country and they can be grown to perfection on our properties. Since the general public is so well versed on the subject we are not making any special reference to this or the scores of other profitable and well adapted crops that can as well be grown in Duval county and upon our lands.



Duval County has Three Highest State Corn Records.

Corn Yields

For instance, we have captured for Duval county three of the highest corn yields in the state, two falling within the borders of Jacksonville Heights—97 bushels and $153\frac{3}{4}$ bushels from one acre; the third—105 bushels from one acre—at Dinsmore. The foregoing record was certified to by our Duval County Agent. Don't miss seeing our scores of beautiful screen views illustrating all features referred to in this booklet. If we are not already present in your city when you receive this, we will be.

Production Hypothesis

Our production hypothesis is formulated and based upon such data as presented in the foregoing pages, including additional careful research and investigation along the same lines. Take for example the poultry industry. We have learned that white leghorns are the more practical breed for Jacksonville market. That pure bred strains of this variety show an annual average production of 190 to 200 eggs per hen per annum, this estimate being based on surveys of 38 different farm flocks that gave a general average equaling the foregoing figures. Flocks averaging 700 hens.

This means 16 dozen per hen per annum. The state market commissioner states that the average price of eggs on the Jacksonville market for six years has been



Duval County Hangs up 97, 105 and 153 Bu. for High Yields

43c the dozen, giving the poultryman \$6.68 income per hen per annum, less \$2.50 costs, leaving \$4.18 as the approximate average income the hen and from 700 hens, the farm unit we plan on, the annual net income will be approximately \$3,326. For the first year the poultry income would be principal and practically the only reliance, as tree crops would not be far enough along to yield any revenue. Each year the poultry quota is supposed to be kept up so that the general average result will apply and be forthcoming. We have outlined our development plan on this basis, carrying \$3,326 along through a 10 year period. The flock can and doubtless will be increased.

Development Plan for Quintuple Farm Units

The plans as outlined are intended for a guide to the individual developer; applicable at his own discretion. It is contemplated however, that purchasers of our ten acre farm tracts, will generally pay out on same before moving upon their allotment; though this is by no means a rule of the company but rather a matter of expediency and convenience with the purchasers themselves.

It is needless for us to even suggest that available cash money will be required from the very outset with which to start development work. At least temporary living quarters must be provided and the poultry flock started on a basis of several hundred hens if not the full 700 unit. Then, additional funds with which to provide such implements and equipment as must be had in order to make headway with development work.

A garden for home use can be started immediately that will be supplying the table with fresh vegetables in something like ninety days. So that with cash in hand to tide over and meet actual necessities until you are well under way, there will be no difficulty otherwise not readily overcome.

Our plan contemplates each year's activities based on the poultry flock as an outstanding feature; at least for the first few years until tree and other crops begin to produce revenues. If, however, there is sufficient cash money available

to go through with the entire program from the start without unnecessary delay, in such event prepare the land and first get the pecans planted, thereafter as far along as possible with setting other tree crops decided upon for the first year. The sooner this part of the program is undertaken and finished, the sooner will you come into enjoyment of the full fruition, proposition and plan involves.

The following self-explanatory item by Duval County Agent Mr. Watson, taken from June, 1926, quarterly bulletin, "All Florida" and issued by the Bureau of Immigration, Department of Agriculture:

"According to Duval County Agent W. L. Watson there are about 200 farms in the county raising poultry, with approximately 150,000 standard purebred hens with an average yearly egg production of 22,500—all of which are marketed in Jacksonville. The average annual cost of maintaining a hen consuming 70 pounds of feed at an average per cent cost of 3½c per pound is \$2.45. The average price received for eggs in Jacksonville, is for the past four years 43c—ranging from 26c to 76c. The expense for housing is approximately \$1.00 per hen."

If, having the 700 White Leghorn hens to start with, the first year's income should come up to the standard of 16 dozen eggs to the hen or \$3,326, if the general average production is maintained and the price averages 43c the dozen as for the past 6 years.

Thus the net result from poultry the first year would be.....	\$3,326
<i>Second Year</i> —There would be a small income from blueberries if planted at the beginning, but we will still rely on the 700 White Leghorn layers for the principal income.....	3,326
<i>Third Year</i> —Poultry Production	3,326
900 blueberry trees, 4 qts. the tree, 3,600 qts. at 20c.....	720
<i>Fourth Year</i> —Eggs from 700 hens at 43c.....	3,326
5,400 qts. of blueberries at 20c.....	1,180
196 satsuma trees, one-half box the tree, 73 boxes, at \$6.00.....	588
<i>Fifth Year</i> —Eggs from 700 hens	3,326
900 blueberry trees, 8 qts. the tree, 7,200 qts. at 20c.....	1,440
196 satsumas, 1 box the tree, at \$6.00 the box.....	1,176
81 pineapple pear trees, 1 bu. per tree, at 85c.....	68
(Three acres each of blueberries and pears and four acres satsumas, with ten acres pecans, 12 trees the acre, supposed to have been planted first year).	
<i>Sixth Year</i> —Eggs from 700 Leghorn hens.....	3,326
Blueberries, 900 trees, 10 qts. the tree, 9,000 qts. at 20c.....	1,800
196 satsuma trees, one and one-half boxes at \$6.00.....	1,764
81 pear trees, 5 bu. the tree, 405 bu. at 85c.....	342
120 pecan trees, first year yield 5 lbs. the tree at 40c.....	240
<i>Seventh Year</i> —Eggs from 700 Leghorn hens.....	3,326
900 blueberry trees, 11 qts. average at 20c (9,900 qts.).....	1,980
196 satsumas, 2 boxes at \$6.00 (392 boxes).....	2,532
81 pear trees yielding 9 bu., 729 at 85c.....	619
120 pecan trees, 9 lbs. the tree, 1,080 lbs. at 40c.....	432
<i>Eighth Year</i> —Eggs from 700 Leghorn hens.....	3,326
900 blueberry trees, av. 12 qts., 10,800 qts. at 20c.....	2,116
81 pineapple pears, 12 bu. the tree, 972 bu. at 85c.....	826
196 satsumas, 3 boxes per tree, 588 at \$6.00.....	3,528
120 pecan trees, 12 pounds per tree, 1,440 pounds at 40c.....	576
<i>Ninth Year</i> —Eggs from 700 Leghorn hens.....	3,326
900 blueberry trees, 13 qts. average, 11,700 qts. at 20c.....	2,340
81 pear trees, 15 bu. the tree, 1,215 bu. at 85c.....	1,031
196 satsumas, three and one-half boxes the tree, 822 boxes at \$6.....	4,116
120 pecan trees, 25 lbs. the tree, 3,000 lbs. at 40c.....	1,200
<i>Tenth Year</i> —Eggs from 700 Leghorn hens.....	3,326
909 blueberry trees, 15 qts. average, 13,500 qts. at 20c.....	3,700

81 pear trees, 20 bu. per tree, 1620 bu. at 85c.....	1,377
196 satsumas, 4 boxes the tree, 940 boxes at \$6.....	4,704
120 pecan trees, 50 lbs. average per tree, 6,000 lbs. at 40c.....	2,400

The foregoing resultant outcome, whilst appearing fabulous if not unreasonable, are none the less true experiences and by no means misleading. We could support their verity with numberless authentic examples, certified under oath if our allotted space would permit. However, we are not guaranteeing any such resultant outcome from "quintuple farm" operations.

We only submit compiled, verified facts as an illustration or example of what the reasonable possibilities are in this connection, the specific outcome in all cases being a matter of "*personal equation*." Some achieve the highest result whilst others will accomplish only the mediocre.

The foregoing examples are matters of record, speaking for themselves as actual accomplishments. They are by no means sporadic, incidental, or freak happenings but of frequent experience with substantial horticulturalists, fruit and nut growers the country over.

We could supply 100 similar examples if deemed necessary by way of convincing the public. Our aim however, has been to indicate only such results as are possible of attainment, leaving it to the individual developer to work out the resultant equation as nearly as possible in accordance with the pattern we present. The outcome in each individual case, differing according to the diligence, hardihood, initiative and intrepid spirit of productive industry, surging within the individual.

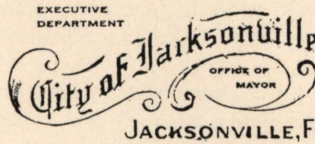
When you have witnessed our beautiful screen exhibit, "*Scenic Florida*," consisting of more than 300 colored views, typical of Florida industries; we feel you will be ready to capitulate in favor of the entire hypothesis without further argument or ado. Accepting our plan in the spirit offered, agreeing with our contention that such results are not alone probable but actually possible of attainment, well within the purvey of all who have the courage and disposition to undertake the task.

A "Case In Point"

The following from the pen of Hon. Moses Folsom, who gleans the "*sheaf*" of "*Florida Facts*" for "*Jacksonville Times-Union*," outstanding premier daily newspaper, south of "New York Times" latitude, whose editorial columns are not only a credit but a veritable bulwark to any state or nation. Strong, unselfish, comprehensive and to the point of a common good.

A Pint Size Farm With a Bushel Size Income

"*A Pint Size Farm With a Bushel Size Income*.—The Florida Grower of Tampa for May contains an interesting description of the farm of H. W. Eike, two miles northwest of Jacksonville, concerning which the owner says: "My one and a half acres in Northern Florida yield a larger return than did my forty acre truck farm in the famous valley of Virginia, a garden spot of food production." Mr. Eike came here in 1904 on account of his health. He had his early difficulties, but is now on easy street, the result of intelligent and intensive cultivation of a small area of Florida land. He has no waste soil and raises from four to five crops of vegetables a year. Of fruits he makes a specialty of figs. He says fig trees, like baby ostriches and baby bees, are champion growers. Accordingly, a young fig, a cutting from a mature tree, will develop into a bearing tree in about a year. He has eighty-five bearing trees in his grove and last year sold 2,553 quarts. Between the trees he cultivates a variety of crops. He has forty grape vines. In front of his home he has a fine collection of flowers. Back of the house he keeps a flock of 400 White Leghorns, and last year sold some \$800 worth of eggs and meat. Depending upon conditions for the last fourteen years he has realized from \$1,200 to \$2,000 a year, besides supplying his own table with fruits, vegetables, berries, eggs, etc. At 65 years of age, he is hale



September 9th, 1921.

Jacksonville Heights Improvement Co.,
City.

Gentlemen:-

Replying to your request for a statement from me as to what I think of the lands known as Jacksonville Heights, which you are now selling, beg to advise that I am well acquainted with the entire project of 45,000 acres, and will say further that about two years ago I inspected the entire county while searching for a farm for myself, and finished by buying a tract of 20 acres from your company for my own use. I believe Jacksonville Heights to be the best farming land in this part of the country, and I say this with the knowledge gained from long years of residence in Florida and a thorough knowledge of this land. I am aware of the fact that due to your efforts this land is now supporting a large number of satisfied, prosperous farmers, and that practically all of them began living on these lands in a manner similar to those who settled the great American West. After a few years of hard work they have become independant and well satisfied citizens of this county, all due to the fact that the land is extremely fertile and crops abundant.

I am personally well acquainted with the officers and directors of your company and can state that they are all men of high standing and business integrity among our citizenship. I will cheerfully and unhesitatingly recommend your farm lands to any prospective purchaser who is seeking a home in Florida.

Yours very truly,

John W. Martin
MAYOR.

Present Governor of Florida; Thrice Mayor of Jacksonville

and hearty, has something for a rainy day, and lives comfortably from the practical management of a farm of an acre and a half. He not only knows how to produce as well as to market—everything he sells is attractively graded and packed.”

—From “Sunday Times-Union” May 29th, 1927.

Also the following from Mr. Folsom’s column on Grape Growing in Florida:

Grapes.—The first grapes of the season of 1927, were marketed at Mount Dora, Fla., on May 4. Last year Florida shipped her first carload lots. The grape industry has promise of becoming important. The package for the Florida product is the same as that used in California, the higher grades being packed in four-basket carriers and the lower grades in lugs.

These packages have been adopted by the Florida Grape Growers’ Association as standard. The association is trying to regulate this new industry, so that the market will not be burdened with a variety of packages, and with a large number of varieties

of grapes, also it is trying to use its influence to see that the grade is kept up to a standard, and it looks like the Florida grape growers are going to co-operate rather than go through the usual process of a new industry of having to work out from a tangle of bag packing practices."

We are obliged to leave out a considerable amount of important local data including letters of commendation and approval from three city mayors, the Chamber of Commerce, Real Estate Board, Florida Times-Union, Banks and other prominent persons, by reason of limited space.

County Agent Mr. W. L. Watson will be only too glad to render all possible assistance to our developers by way of giving advice with respect to any matter of policy or expedient. As also our Chamber of Commerce. Likewise, Mr. E. M. Nix, Development Agent, S. A. L. Railway, Jacksonville.

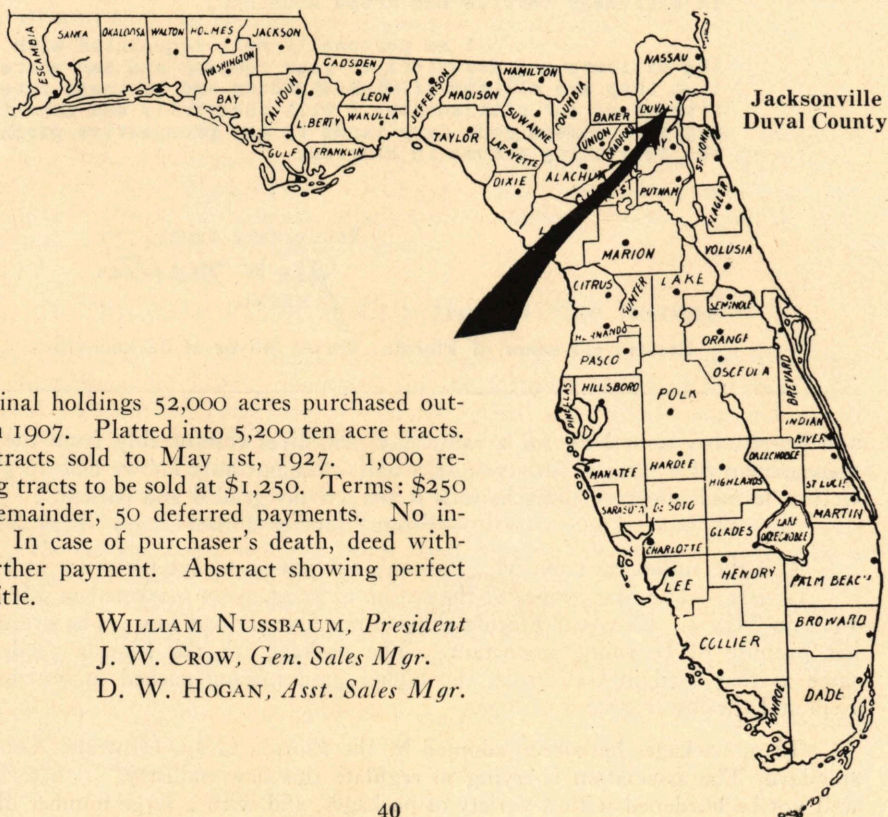
We are very greatly indebted to the Florida State Departments of Agriculture and Immigration; Hon. Nathan Mayo, Commissioner of Agriculture, T. J. Brooks, Director Bureau of Immigration and Mr. Phil S. Taylor, Advertising Editor, for valuable assistance and cooperation in the matter of views and cuts that would not otherwise have been available to us. Also and in this same connection, the ladies of Florida Extension Home Demonstration Work, Miss Flavia Gleason, State Home Demonstration Agent and Miss Virginia P. Moor, Assistant State Home Demonstration Agent, all of Tallahassee, Capitol City of Florida.

Jacksonville Heights Improvement Co.

411 St. James Building

JACKSONVILLE

Capital - - \$500,000.00



Original holdings 52,000 acres purchased outright in 1907. Platted into 5,200 ten acre tracts. 4,000 tracts sold to May 1st, 1927. 1,000 remaining tracts to be sold at \$1,250. Terms: \$250 cash, remainder, 50 deferred payments. No interest. In case of purchaser's death, deed without further payment. Abstract showing perfect legal title.

WILLIAM NUSSBAUM, *President*
J. W. CROW, *Gen. Sales Mgr.*
D. W. HOGAN, *Asst. Sales Mgr.*

